IE SINGAPORE MATERIALS–

Singapore Math: A Model For US Schools

What does an inner-city school in California have in common with Singapore, a Southeast Asian city-state? Exceptional math students. In fact, both use Singapore math textbooks to educate children in grades K-12 that has helped improve overall scores. Facing low math proficiency scores, Ramona Elementary School in Hollywood adopted the Singapore model four years ago, and now its students exceed standards. Other schools may follow suit.

Known as the "Little Red Dot" because of its small geographical size, Singapore outshines the world in mathematics. Its fourth- and eighth-grade students have consistently ranked number 1 in the "Trends in International Mathematics and Science Study". In contrast, U.S. students score in the middle of the pack.

Now, several schools throughout the country are hoping that by using the same math curriculum and textbooks studied in Singapore, their students will build an advantage for the future. And best of all, their students are enjoying the new approach.

I invite you to join us for an event on April 21, 2009 -- *Creating a Thinking Nation: How Does the Little Red Dot Do It?*

What: An event focused on understanding the Singapore educational system and how the future of our nation can be molded through science and mathematics education.

Official launch of math monograph "The Singapore Model Method for Learning Mathematics" co-published by Singapore Ministry of Education and leading Asian educational publisher Marshall Cavendish.

Who: Senior executives from the Singapore Ministry of Education, U.S. Department of Education, the National Center for Education and the Economy, and International Enterprise Singapore will be available for interviews.

When: Tuesday, April 21, 2009

5:00 pm – 8:30 pm

Where: The Singapore Embassy

3501 International Place, NW

Washington, DC 20008

Please let me know if you can join us for what promises to be an invigorating discussion.

Regards,

Ilana Tabak

On behalf of IE Singapore

212-704-4463

Note: Please RSVP by Friday, 17 April 2009 to reserve a seat at the event.

Targeted Singapore Textbook Media List

Outlet	First Names	Last Name	Position	email	Phone	Notes
Associated Press	Libby	Quaid	Education Reporter	lquaid@ap.org	(202) 641-9457	Sent advisory on 4/15; Left VM on 4/16; Left VM on 4/17
Forbes	Megha	Bahree	Staff Writer, Asia	mbahree@forbes.com	(212) 367-2696	Sent advisory and left VM on 4/17
Foreign Affairs Magazine	Preeti	Aroon	Reporter			Sent advisory on 4/17
National Review	Seyward	Darby	Reporter			
Newsweek	Pat	Wingert	Education Correspondent	patrice.wingert@newsweek.com	(202) 626-2080	Sent advisory on 4/15; Left VM on 4/16; Left VM on 4/17
New York Times	John	Cushman	Foreign News Editor	cushman@nytimes.com	(202) 862-0321	Sent advisory and left VM on 4/17
Slate	Emily	Bazelon	Editor	emily.bazelon@slate.com	(212) 445-5330	Sent advisory on 4/15; Left VM on 4/16
U.S. News & World Report	Jessica	Calefati	Education Reporter	jcalefati@usnews.com	(202) 955-2036	Sent advisory and left VM on

						4/17
U.S. News & World Report	Andrew	Rotherham	Education Blogger	arotherham @education sector.org		Sent advisory on 4/17 - blogger responded with interest but will not be in the area - he is passing along to other colleagues
USA Today	Greg	Toppo	Education Reporter	gtoppo@usa today.com	(703) 854-3467	Sent advisory on 4/15; Out of office until 4/20
Washington Times	James	Morrison	Internationa l News Columnist	jmorrison@ washingtont imes.com	(202) 636-3297	Sent advisory and left VM on 4/17

Water Week Pitch

Hi XXX,

The U.S. water system is in dire need of an upgrade. With $6 billion in stimulus money earmarked for water projects, other countries can serve as models for best practices in water management and state-of-the-art solutions.

Singapore is an ideal example.

The country evolved from water rationing in the 1960's to a self-sustaining hydro hub and "living lab" for more than 50 water companies such as Siemens, Black & Veatch and Delft Hydraulics. Consider this: by 2015, the Environment and Water sector in Singapore is expected to contribute $1.7 billion to Singapore's gross domestic product and create 11,000 jobs. And, GE's Water & Process Technologies

unit recently announce it will invest $130 million over the next decade to establish a world-scale Global Water R&D Center at the national University of Singapore.

In June Singapore will host the second annual International Water Week where key water issues will be discussed among leaders in business, government and nonprofits. More than 10,000 delegates are expected to attend.

I would be happy to connect you with high-ranking business executives and Singapore government officials who can provide perspective on why Singapore has become a center for investment in water management and what the U.S. could stand to learn from this small city-state.

I'll follow up with you in the next few days to gauge your interest.

Sincerely,
XXX
Phone
Email

Water Week op-ed

During the opening of the Water Summit at Singapore's International Water Week (SIWW), Singapore's Environment and Water Resources Minister Dr Yaacob Ibrahim warned that the international economic crisis has caused countries to consider postponing or abandoning water infrastructure development projects and corporations to shelve research into new water technologies.

At this historic time in global development and for the global economy, it is critical that neither of those things happen. We challenge countries and companies worldwide to partner to complete planned water infrastructure projects and to developing new ways to deliver clean water and increase sanitation for both humanitarian and economic reasons.

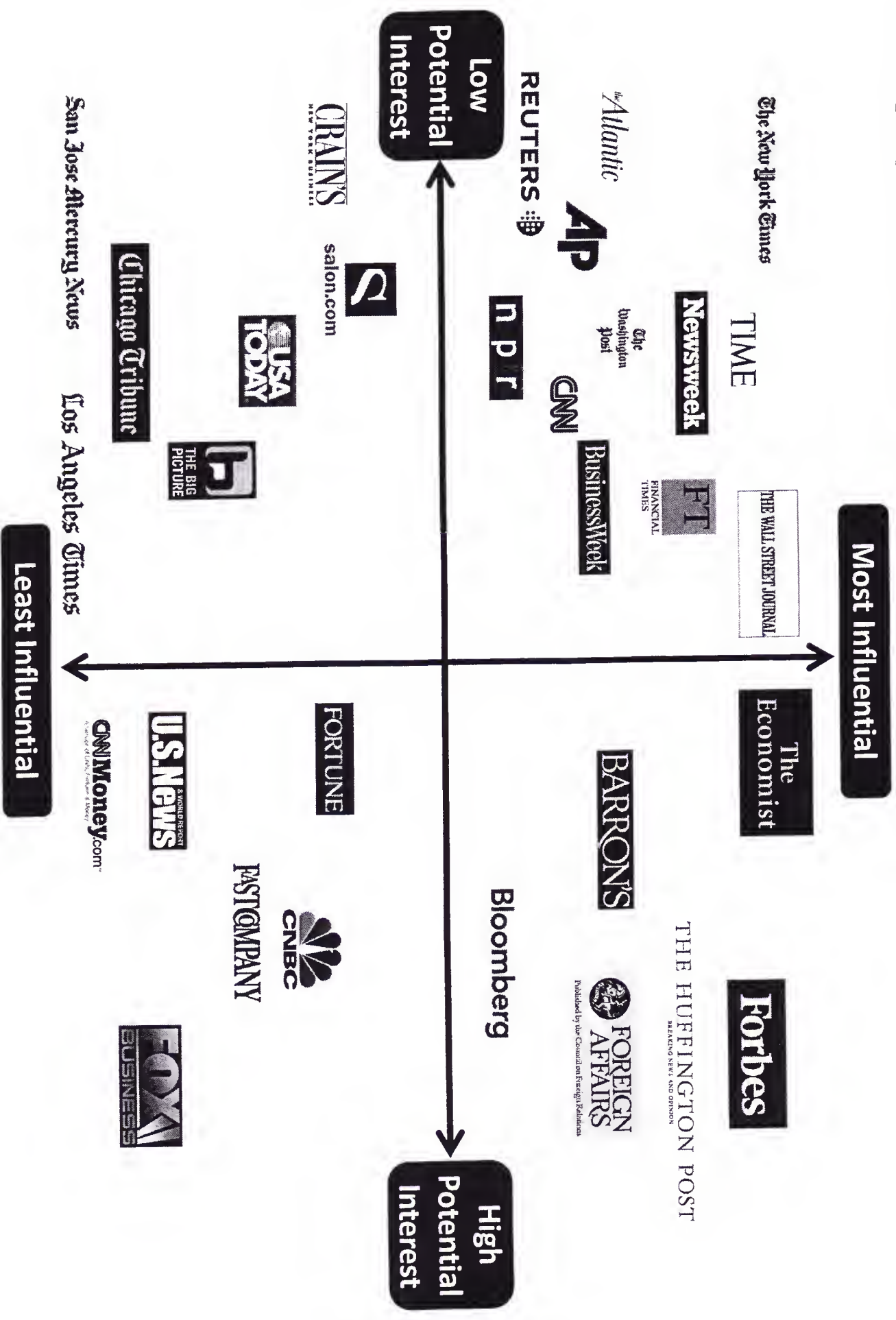
Humanitarian Reasons

- Unsafe water and lack of basic sanitation cause 80% of all sickness and disease, and kill more people every year than all forms of violence, including war.
- Many people in the developing world, usually women and children, walk more than three hours every day to fetch water that is likely to make them sick. Those hours are crucial, preventing many from working or attending school.
- Children are especially vulnerable to the consequences of unsafe water. Of the 42,000 deaths that occur every week from unsafe water and a lack of basic sanitation, 90% are children under 5 years old.

- The problem is not limited to rural areas. There are water and sanitation crises that are just as dangerous in developing cities. For example, according to *Frontline Magazine*, approximately half of Mumbai's residents do not have reliable access to working toilets.

Economic Reasons

- Rapid industrialization, urbanization, and climate change are placing evolving demands on the global water sector. According to the UN, in 2008 the proportion of the world's population living in urban areas hit 50% for the first time in history. The most important task of any city government is to provide clean water. Failure to do so not only reduces quality of life but also limits economic growth.
- Water is a key driving force of modernization and improving quality of life.
  - Governments worldwide are launching major stimulus packages. Some, such as China, have devoted a significant share of their stimulus packages to improve water infrastructure. Last year, China made safe drinking water available to an additional 48 million people living in rural areas.
  - GE recently built a near $10 million GE Saudi Water & Process Technology Center in Saudi Arabia. Besides providing fresh water to a region that is desperate for it, the Center will help ensure that the growing industrial sector will have continuing access to the clean water supplies necessary for operation.
  - During SIWW, the World Bank-Singapore Urban Hub was launched. The Urban Hub will leverage Singapore's expertise in urban development and status as a "living lab" to develop new water technologies. The World Bank Group will use its global development knowledge and operational experience to take those technologies and implement them in developing countries worldwide. Not only will the Urban Hub help other countries tackle critical technological challenges as they seek to improve the lives of their people, it will create jobs and drive international investment into Singapore.
  - Unemployment continues to climb in the developed as well as in the developing world. Water infrastructure is a "green" industry as important to the future of the planet as alternative energy. It also has a greater capacity to create jobs now, as many water infrastructure projects can begin as soon as they get funding.

Singapore Media Map

Media Map Criteria

Level of influence

- **Target audience:** Business publications that directly reach business leaders are more influential based on the type of stories we want to place.
- **Focus:** Outlets focused on business topics and foreign investment are more influential based on our objective of driving business leaders to invest in Singapore.
- **Reputation:** The more prominent an outlet is among U.S. and New York business leaders, the higher the level of influence.
- **Regional publications:** Outlets that target an audience outside of the New York business market are less influential based on who we want to reach.
- **Circulation:** The greater the reach of a publication, the higher the level of influence.

Ability to engage

- **Relationships:** Existing personal relationships with members of the media at specific outlets increase our ability to engage.
- **Focus:** Publications focused on general news versus business and international investments specifically are more difficult to engage based on the stories we want to place.
- **Prior engagement:** The degree to which we have already engaged with outlets on behalf of Singapore increases our ability to engage.
- **Previous experience:** Reaching out to publications that we have previously engaged with on similar topics increase our ability to engage.